

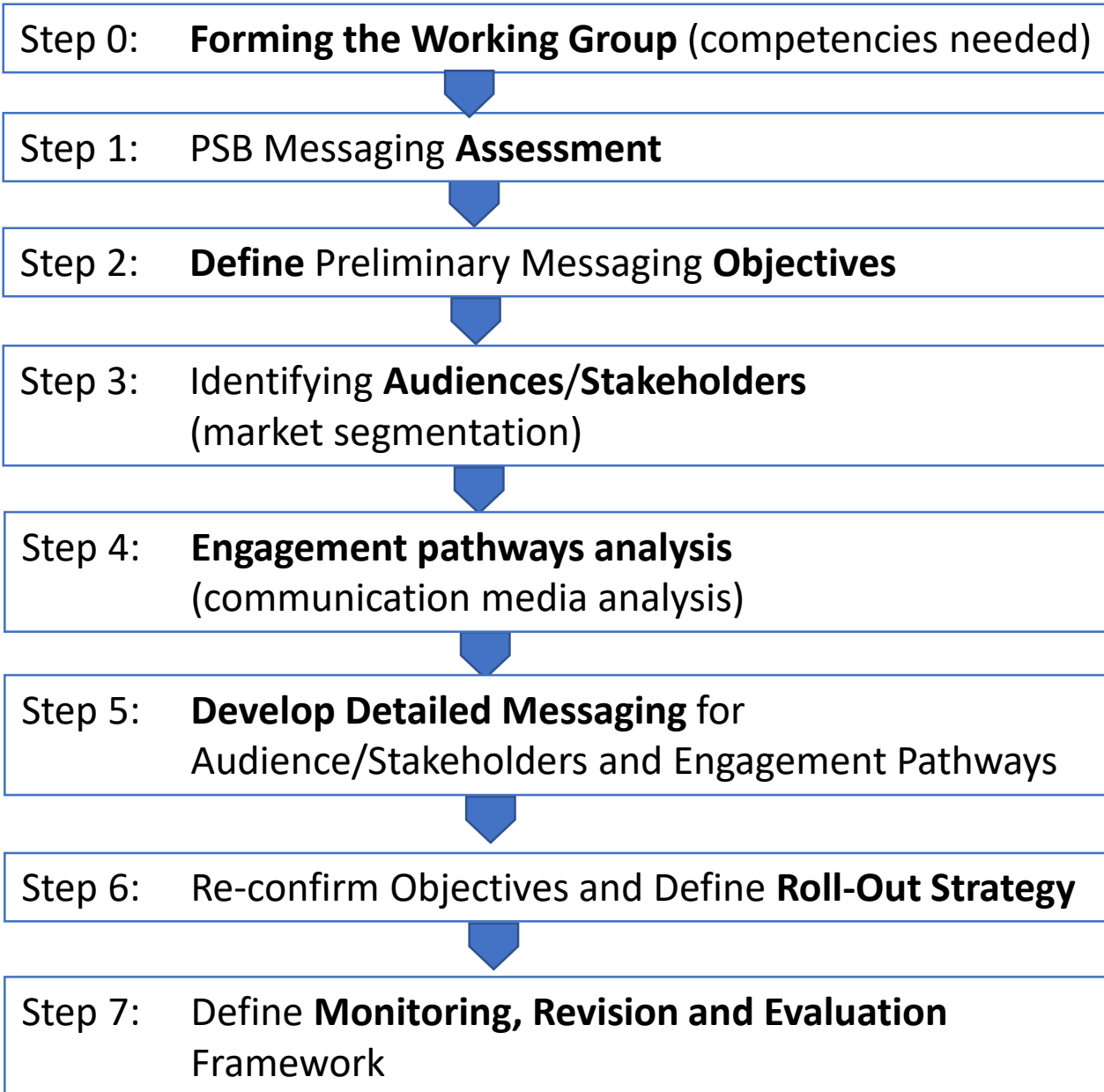
Developing Messages For Promoting Safer Building: Protocol

Developed under

Global Shelter Cluster – Promoting Safer Building Working Group (GSC PSB WG)

UK Shelter Forum - 08 June 2018

Presented by: David Dalgado



What do we mean by a protocol?

Why do we need
a protocol?

Push for more
rigour / evidence
based

Learn from past
experiences in
developing
messaging

Engage with
communication
experts in advance

Stop making up the
process each time

Learn from research on
what messaging has
worked in the past (as
much as this exists)

Problems identified

When is it good enough to issue?

Competence of TWG members?

Focused on a product

Evidence suggests posters and leaflets are of limited impact

People out-“teching” each other – so can’t do timely messaging

Give the cluster a protocol for messaging they will just do posters and leaflets and ignore a real technical assistance framework

Where did you get the information from.



Community member/Family member (81%)



Radio (55%)

VDC

VDC (47%)



Engineers (42%)

Source: Interagency Common Feedback Project: Reconstruction and Protection. Oct 2015. Nepal

PSB Messaging – Where does this fit in?

Technical Assistance Framework

Skill Based Training (for
carpenters etc.)

Orientation BBS training
(for households)

PSB Messaging

Information Kiosks

Local government building
inspectors & regulation

Onsite technical Support
(by agency technical staff)

Etc.

Etc.

Step 0: **Forming the Working Group** (competencies needed)



Step 1: PSB Messaging **Assessment**



Step 2: **Define** Preliminary Messaging **Objectives**



Step 3: Identifying **Audiences/Stakeholders**
(market segmentation)



Step 4: **Engagement pathways analysis**
(communication media analysis)



Step 5: **Develop Detailed Messaging** for
Audience/Stakeholders and Engagement Pathways



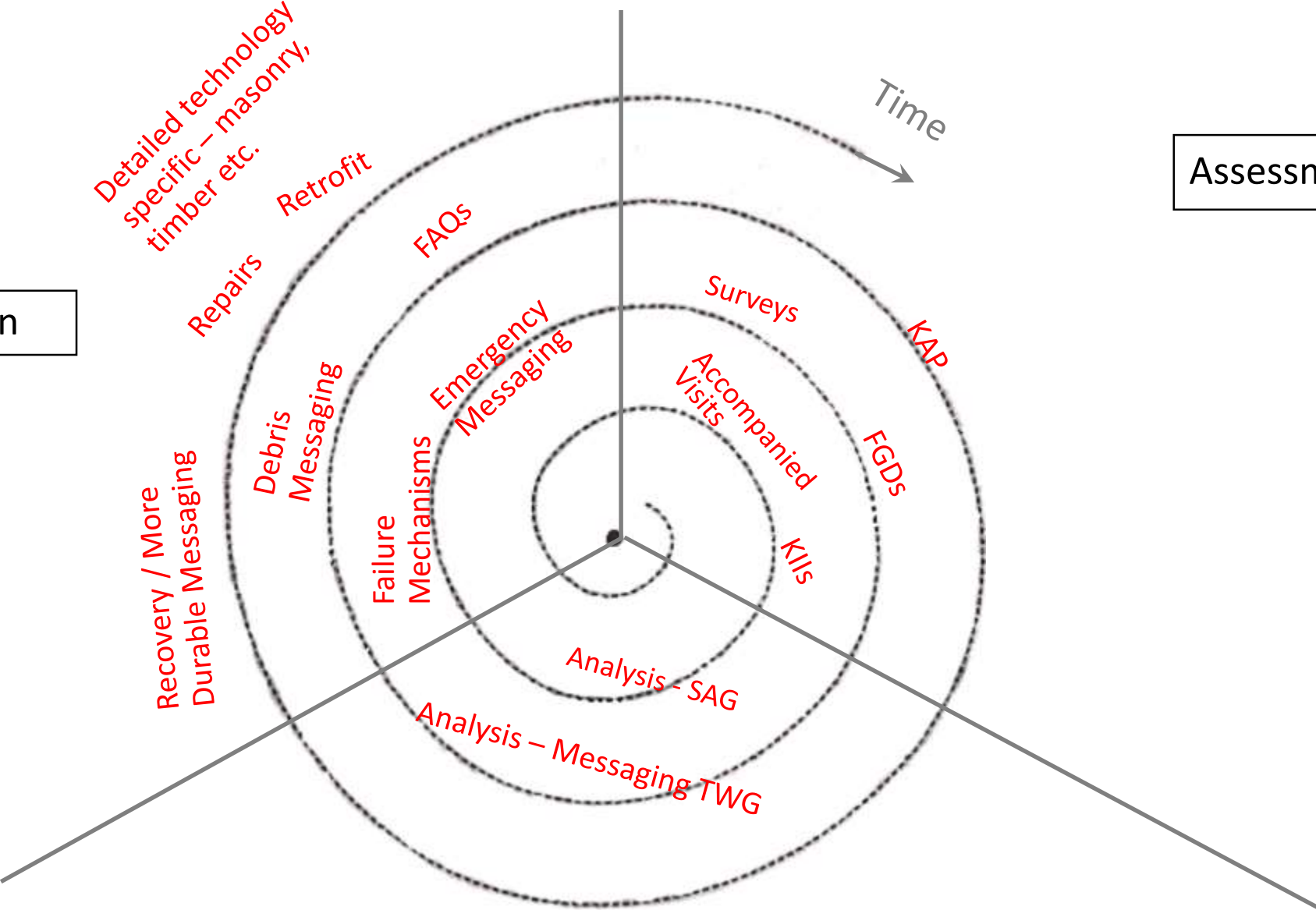
Step 6: Re-confirm Objectives and Define **Roll-Out Strategy**



Step 7: Define **Monitoring, Revision and Evaluation**
Framework

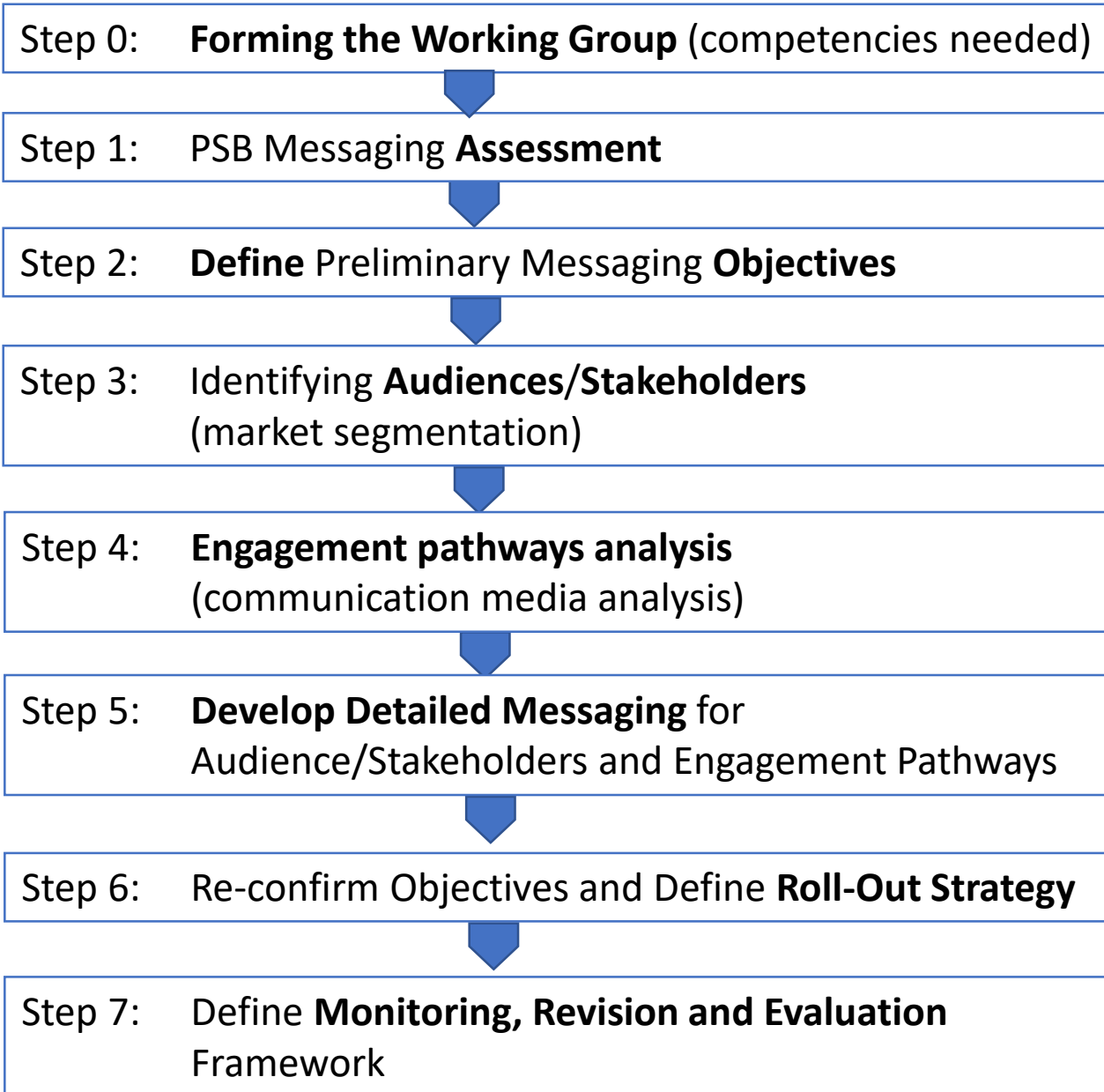
Conceptual Framework

Communication



Assessment

Analysis and Information Selection



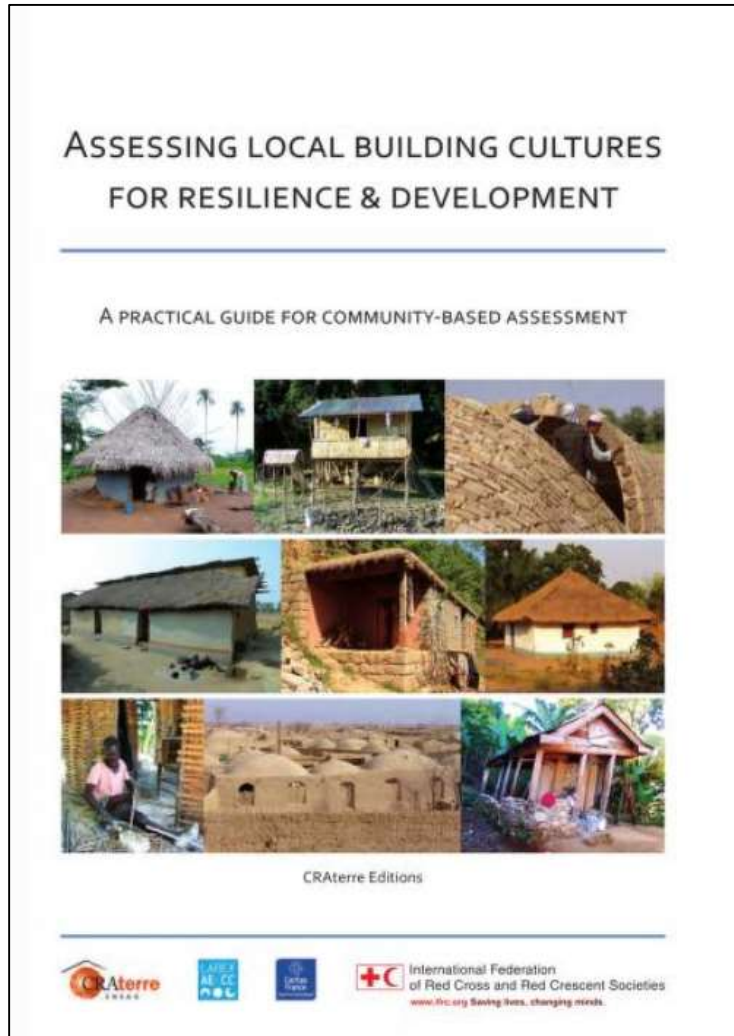
How to link with spiral?


Need to focus on only parts of steps needed for communication round

Example of detail for steps

Step 1: PSB Messaging Assessment	Investigate and review what PSB messaging already exists and past PSB programmes.	This will need a sub – protocol. Investigating existing country level, regional level, and typology specific IEC material Country Profiles (Craterre/GSC)
	Coping mechanisms Assessment	Field visit. Investigate what people are doing to cope.
	Knowledge Attitude Practice (KAP) survey in relation to safer building	Model on KAP in WASH Model on Aaron Opdyke survey form.
	Identify what failed, what didn't and why? Identify top failure mechanisms (for different typologies)	Undertaking participatory assessments of shelter failure mechanism post-disaster with communities and construction trades (carpenters and masons for example)
	Local Building Culture Assessment. Investigate why things developed as they did, what changed between traditional building and current, and trends.	Assessing Local Building Cultures for Resilience and Development. Includes investigation of construction processes and who builds. Investigating how disruptive factors such as rapid urbanisation have reduced the safety of housing that may have been inherent in more vernacular forms of housing
	Identify context, enablers, barriers,	Participatory Assessment - Physical, Social, Financial, HLP, Policy & Regulation - Gender. Who makes decisions on BBS (initial build/repair/modify/upgrade, but also maintenance). Outline costs of different elements of house and maintenance.
	Identify Motivators, Aspirations, Values - Engage with sociologists, anthropologists, & local builders.	Sanitation marketing RANAS Denial Survey Anthropological tools related to Values and Belief System
	What hazards? What shelter vulnerabilities? What are stakeholders perception of risk?	Technical experts Some participation Hazard mapping Consider frequency, impact, risk
	What are everyday problems related to shelter and settlements?	Participatory approach. Recognising that many motivators for better shelter are not safety related.

Link to existing relevant tools.
Avoid reinventing wheel





INTERNATIONAL
FEDERATION

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[SUPPORT US](#)
[RESOURCES LIBRARY](#)

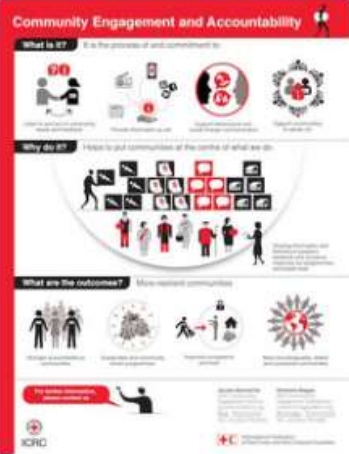
Community Engagement and Accountability toolkit

This toolkit contains tools that can help National Red Cross and Red Crescent Societies – as well as other organizations – to assess, design, implement, monitor and evaluate community engagement and accountability activities in support of programmes and operations. The toolkit should be used in conjunction with our CEA Guide.

The toolkit is available as a single download (below) but individual elements can be downloaded separately.

Contents

- [Tool 1: CEA Assessment Checklist and Method Overview](#)
- [Tool 2: CEA questions assessment and monitoring evaluation](#)
- [Tool 3: Steps to analyse CEA assessment information](#)
- [Tool 4: National Society Capacity Assessment](#)
- [Tool 5: Guidance on running a focus group](#)
- [Tool 6: Q&A for volunteers and staff](#)
- [Tool 7: Guidance to develop a CEA plan of action](#)
- [Tool 7.1-7.3: Template CEA plan, indicators and budgets](#)
- [Tool 8: Communication channels](#)
- [Tool 9: Checklist info for communities](#)
- [Tool 10: Message development and library](#)
- [Tool 11: Tips on holding community meetings](#)
- [Tool 12: Template Terms of Reference with Community](#)
- [Tool 13: Template leaflets posters](#)
- [Tool 14: Training – Communication skills training materials \(zip\)](#)
- [Tool 15: Setting up and managing complaints and feedback](#)



Document data

National Societies
IFRC

Countries
Global

Themes
Community and pandemic preparedness, Community engagement

Document type
Toolkit

Format
Zip

Protocol to live on GSC
 website similar to this
 example from WASH.

WASH Cluster Hygiene Promotion in Emergencies- a preeing paper		
	STEP 1: Identifying the problem	Sample Assessment Form IFRC Guidelines for Emergency Assessment in <u>English</u>, <u>French</u>, <u>Spanish</u>, <u>Arabic</u> Sphere Project Water and Sanitation Initial Need Assessment Checklist Transect Walk Working with communities: a Toolbox
	STEP 2: Identifying the target group	Target group selection Gender checklist for WASH
	STEP 3: Analysing the motivators and the barriers	Transmission route Good and Bad behaviours
	STEP 4: Formulating the behaviour change objectives	IFRC PoA Template – Indicators Outcomes, Output and Activities View
	STEP 5: HP Planning -Selecting the methods	Volunteer Management Toolkit Sampling Using Mass media PHAST IFRC CLTS position paper
	STEP 6: Implementation of activities	IFRC WatSan & Health NFI Guidelines IFRC Menstrual Hygiene Management Kits WASH Cluster Training Materials IFRC Hygiene Promotion Box Information IFRC Hygiene Promotion Box contents
	STEP 7: Monitoring and Evaluation	Monitoring and Evaluation
	STEP 8: Review, Re-adjust	

Columns for:
 Steps – Tools - Examples

Other Questions: Existing IEC - Review and Classification and Hosting of Library

Where should an IEC library sit?

What should the process be for quality review?

How should IEC be classified/tagged for easy retrieval